

THINK LABOR

To keep up with everything skilling and employment



Ashirvaad Campaign

In the rich tapestry of Pratham's endeavors aimed at engaging with youth and their families, the "Aashirvaad Campaign" stands out as a testament to visionary thinking. Conceived by our esteemed Founder, Mr. Madhav Chavan, this campaign embodies the transformative power of visionary thought.

Since the inception of the youth & skill training program, Pratham has trained over 2,00,000 youth across diverse trades. However, as we reflect on our success in placing and supporting these individuals post-training, we've realized the importance of reaching those beyond our immediate grasp. Thus, we decided to strive to reach the last mile and added a component of "*Bado ka Aashirvaad*" extending our support to the furthest corners.



Recently, I had the privilege to be a part of the campaign in the core villages of Sehore, Madhya Pradesh. Going on fields has always filled my heart and soul with interesting experiences. During one such interaction, a father proudly shared how his daughter, after completing vocational training at our center, secured employment and is now preparing to join the police service. This underscores that

vocational training isn't just about jobs; sometimes, it acts as a catalyst, propelling one's aspirations to flight.



Such stories remind me of the profound impact that education can wield in shaping lives and futures. With each tale of triumph, I am propelled to redouble my efforts, to touch the lives of as many youth as the stars in the sky.



Additionally, I couldn't help but notice a prevalent challenge: the exodus of women from the workforce due to various reasons such as marriage, starting a family, or societal pressures. Addressing these barriers is crucial to boost the female labor force participation in India. While the journey may be long, I remain optimistic that with concerted efforts, we can overcome these obstacles and create a more inclusive society.

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